

Multipurpose Centers

Four Multipurpose Centers provide an array of social, recreational and educational programs that promote wellness for active seniors over 55. Freeman Poole Center absorbed the majority of clubs and activities previously offered at Windy Hill. Attendance at all Centers, including WH, totaled 292,919 this year. Mini seminars and classes are offered quarterly that enrich the body, mind and spirit. Activities, including exercise, line dancing, card groups, woodcarving, art classes and meetings for senior clubs are ongoing. Highlights include:

East Cobb

13 representatives from Seongdong-Gu, Korea toured the Center; Life Thru the Viewfinder photography competition; 16th anniversary.

West Cobb

14th anniversary; Line Dance Party fundraiser for *Meals on Wheels*; Chili cook-off with Cobb County firefighters as judges.

Freeman Poole

Cobb County Senior Games Opening Ceremonies; 14th anniversary; Wii Sports Resort Senior Bowling Championship sponsored by Aetna.

North Cobb

Veteran's Salute with Tuskegee Airman; Potluck cookout/trivia sponsored by City of Acworth Parks & Recreation; Line Dance fundraiser for *Meals on Wheels*; 8th anniversary.

Information Fair 2011 was held in May for "Older Americans Month." Over **800** people attended this free event. **90** vendors answered questions, hosted seminars, and provided information on finance, housing, health, recreation, nutrition, insurance, home modifications, social security, frauds and scams, identity theft and more. Several non-profits also attended, including the Alzheimer's Association, AARP and the Booth Western Museum.

Volunteer & Advocacy

Volunteers provide valuable assistance, putting in more than **20,500** hours, translating to service worth almost **\$530,000**. The number of new volunteers was **46 individuals** and **3 new groups**. We have **22 groups** (over **836 members**) in our Adopt-A-Route program. Volunteers deliver MoW on **21** routes around Cobb. Collectively, they drove over **85,000** unreimbursed miles. Partnering with Libraries we are able to offer the **Books to Go** program, adding another measure of outreach and comfort to seniors.

Senior Citizen Council, with a membership of over **3000**, hosted the 7th annual *Cobb Senior Idol*. They distributed thousands of the Cobb County Resource Directories for Seniors, Vial of Life and File of Life. These items provide important personal medical information to emergency personnel. Additionally, SCC donated **\$32,650** for Naming Rights and bricks at the new Senior Wellness Center.

30 RSVPCobb volunteers work in computer literacy, emergency & disaster preparedness, Medicare and Medicaid assistance, consumer fraud and much more. There is a larger awareness and emphasis on health & wellness programs to offer in the community. RSVP volunteers provided over **2,500** hours of service through presentations, trainings, information or counseling to over **8,040** individuals.

Advocacy efforts were significant: senior advocates successfully stopped larger cuts in state funding for transportation and meals, largely thru the **Be There 4 Seniors** rally at the State Capital and follow up contact with legislators.

Partnerships

State Farmer's Market/ARC/USDA program provides vouchers to eligible clients to purchase fresh produce.

Kennesaw State University students in the SPARKS program teach exercise classes at the three Neighborhood Centers.

Partnerships (cont.)

North Georgia State Fair Board hosted the 23rd annual fun-filled day for seniors at no charge. Bingo is the highlight with thousands of dollars worth of prizes. Always popular, *Senior Day* drew more than **1,200** seniors from the metro area.

VFW's annual Bingo Bash open to all seniors in Cobb County.

CERT (Community Emergency Response Team) partnered with RSVPCobb volunteers to reinforced outreach in the community during disasters.

Atlanta Symphony Orchestra's annual free concert for all seniors at Jennie T. Anderson Theater.

Prevent Blindness Georgia in Atlanta provided retinal eye screenings for Neighborhood Center clients.

Federal Food Commodities Program provides eligible clients with commodities based on federal guidelines. Clients receive their food through a partnership with Turner Chapel AME Church. **35 clients served.**

Care Transitions- grant funded pilot program to offer assistance to seniors recently released from the hospital. Seniors receive a package of services to support their continued recovery and reduce the possibility of their return to the hospital for the same ailment within a thirty (30) day period. The services include Home Delivered Meals, Homemaker and Transportation for follow-up medical appointments. The program is operated in collaboration with ARC and Wellstar Cobb Hospital.

Cobb Department of Transportation continues to offer Get on the Bus, Gus travel training to teach seniors how to use public transportation in Cobb County and the metro Atlanta area.

2011 Annual Report Cobb Senior Services

It's not about AGE;
It's about **ATTITUDE!**



Cobb County...Expect the Best!

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2011 proved to be a very challenging year for Cobb Senior Services. Despite our best conservation efforts, the recession fallout in Cobb required the closing of two senior centers in order to achieve the mandated balanced budget. Windy Hill Senior Center, the oldest multipurpose center in Cobb, and Senior Day Center, the only non-profit center of its kind, both closed their doors in April.

Our best efforts were devoted to offering referrals to our clients and assisting them in their search for services. Our Care Managers also successfully advocated on their behalf to non-profits for assistance.

Social Services

Senior Day Center* The provision of respite, socialization, health care, medical monitoring, personal care, counseling, and recreational services for frail seniors aged 55+. Includes daily hot meal. . *Closed in April

3 Neighborhood Centers Provision to eligible seniors aged 60+. Includes a daily meal, programs to promote health and wellness, such as physical fitness and nutrition health information, group counseling sessions on problem resolution, and the promotion of socialization with such activities as sports, music, arts and crafts, games, trips, dances and special events. **318 clients; 22,994 meals.**

Information & Referral A service for seniors of Cobb County and the general public that provides current information, opportunities, and services available within their communities. I & R links individuals to opportunities and services available and ensures to the maximum extent practicable that individuals receive the services needed. **1,414 clients; 1,783 hours of service**

Home Delivered Meals (Meals On Wheels) Provision to eligible clients 60+ or other eligible participant at their place of residence, meals that provide at least 33.3% of the Required Daily

Allowance, basic nutrition, health and community information. **339 clients; 50,640 meals**

In Home Services Voucher Program Eligible seniors 60+ with the inability to perform one or more *activities of daily living* are provided vouchers to purchase homemaker or personal care services from private vendors.

Homemaker- service includes assistance with preparing light meals, shopping for personal items or doing light housework.

Personal Care-service includes assistance with walking, eating, dressing, bathing, toileting, transferring in/out of bed or chair, changing soiled bed linens and tidying up personal bed & bathroom areas. **111 Clients 2003.25 hours of service**

Generations: Grandparents Raising Grandchildren Provides supportive services to eligible Cobb County grandparents or other relatives, who are raising grandchildren and/or other minor relatives. Includes community group meetings, seminars, trips, activities, supervision and other related provisions for the children. **336 Duplicated persons served, 31 sessions and/or information mail-outs.**

Share The Care Caregivers of persons with Alzheimer’s disease and/or related disorders are provided vouchers to be spent on a variety of needed services, such as respite, counseling, senior day care, prescriptions, transportation, installation of grab bars & alarms, home repair and yard work. All purchased services must in some way provide identifiable relief to the caregiver. **Respite: 44 clients; 7,024.5 hours of service; Material Aide: 63 clients; 304 repairs or other support**

Cobb Freedom Clients who are determined eligible for CCT Para transit service but live outside of the service area are provided vouchers to purchase the alternative mode of transportation which best meets their needs. **108 clients, 2,786 one way trips.**

Bus Pass Assistance Program-Grant funds from DOT are used to provide a limited number of free bus passes to seniors in Cobb who ride the regular CCT routes or use CCT Para transit. **308 10-ride** passes were distributed to 92 seniors, which equals to **3,080 one-way trips.**

Transportation Provides two programs for eligible seniors 60+: *Demand/Response* pre-scheduled trips to medical offices, etc, *Fixed Route* pre-scheduled trips to Neighborhood Centers and *Group Charter Trips.* **599 clients; 47,996 one-way trips.**

Case Management Provided in circumstances where senior citizens 60+, their families and/or caregivers are experiencing diminished functioning capacities, or other characteristics which require a formal assessment and determination of need, appropriate services and on-going supervision and support. **1,293 clients, 3,408 hours of service.**

Senior Santa Provides social support to homebound seniors who might spend the holidays alone. Includes party, lunch, personal gifts, safety items, transportation, shelf stable meals, and entertainment. Those unable to attend the party receive gifts and meals by home visitations. **120 clients, \$4,780 in donations.**

Economic Strategies

CSS was challenged by budget reductions of more than \$300,000 coupled with increased demand for services. Closing of Windy Hill Senior Center and Senior Day Center resulted in salary and operating savings of **more than \$115,000.00** for the remaining FY2011. As a result of cost-efficient management, CSS was able to remain “in the black”. As always, we continue to benefit from our dedicated staff and amazing volunteers to get the job done.

Resource Development

The Resource Campaign raises funds to augment County and State funds and grants to provide meals for seniors in need who cannot afford to pay. In 2011, through donations from the public, the Campaign raised **\$14,305.24. (3,594 meals)**

The total amount of In Kind donations from individuals, businesses, churches and other organizations was **\$67,425.48** These donations enabled CSS to provide more programs for seniors at a lower cost.

A steering committee was put together to begin fundraising efforts for the Senior Wellness Center. These fundraising opportunities include the sale of Naming Rights, flags, benches and bricks. The total raised in funds and pledges by the end of December 2011 was **\$80,563.49.**

Senior Wellness Center Renovations began in June for the new facility located in the former Powder Springs Station shopping center. This Center, the first of its caliber in the area, focuses entirely on the health and wellness of senior adults. It will include a weight room, fitness studio, teaching kitchen, senior clinic and much more. Ribbon-cutting is expected to take place late summer 2012.

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